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TODAY'S DISCUSSION

- Quick Background / Methodology
- Customer Satisfaction Results
  Fixed Route
- Customer Satisfaction Index
- Opportunities
- Q & A

Results Overview

Port Authority's Net Promoter Score (NPS) for Fixed Route Bus is above the industry average at 45%.

On-Time Performance and Fares are the most important elements of service to Fixed Route Bus customers.

Customers are most satisfied with the bus getting them to their destination is a reasonable amount of time (86%) and customer service representatives answering calls promptly (86%).

Customers are least satisfied with bus cleanliness (49%) and seating availability/space on the bus (59%).

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Fixed Route Customer Satisfaction

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Methodology

- This report contains the results of the Wave 1 Port Authority Customer Satisfaction Surveys for Fixed Route Bus, which were conducted June 11-17, 2018.
- 506 surveys were completed by customers on board fixed route buses.
- Surveys were administered during service periods throughout the day on weekdays, Saturday and Sunday.
- Customers were offered a free 1-day pass as an incentive for completing the survey.

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Customer Characteristics

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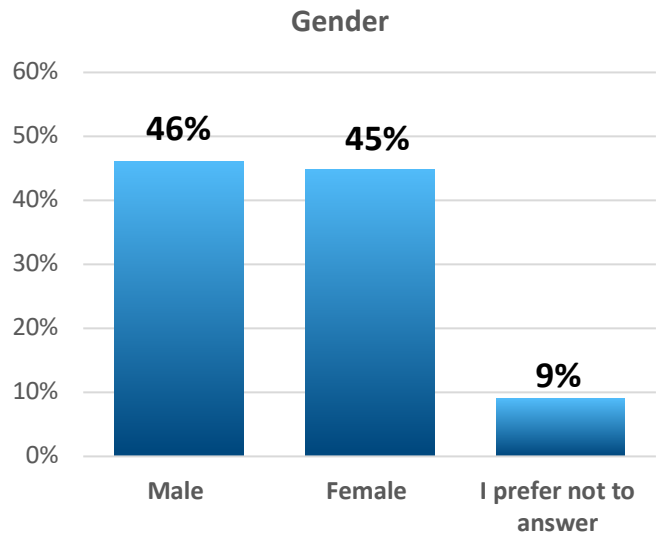
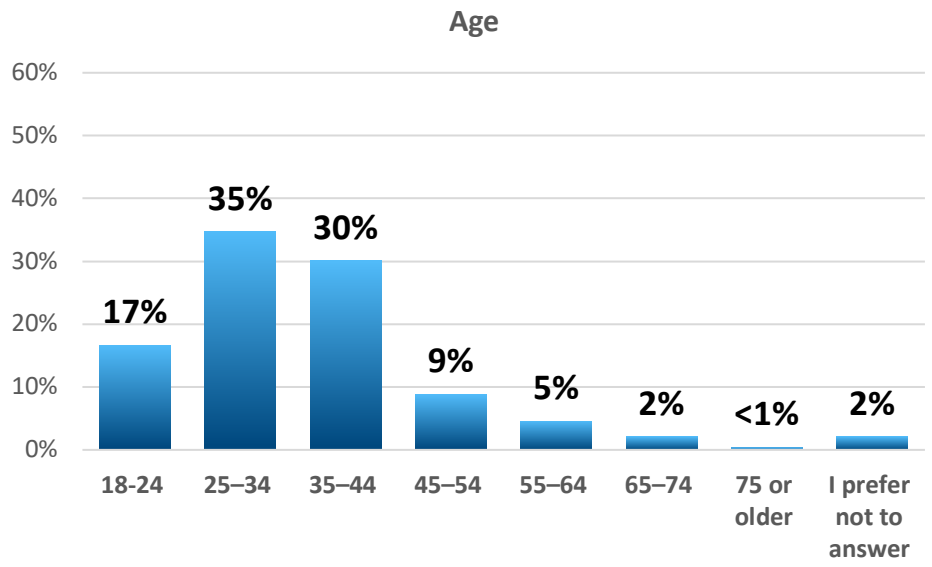
Gender & Age

- The percentages of male and female bus customers are nearly equal.
- Over half of bus customers are between the ages of 18-34.





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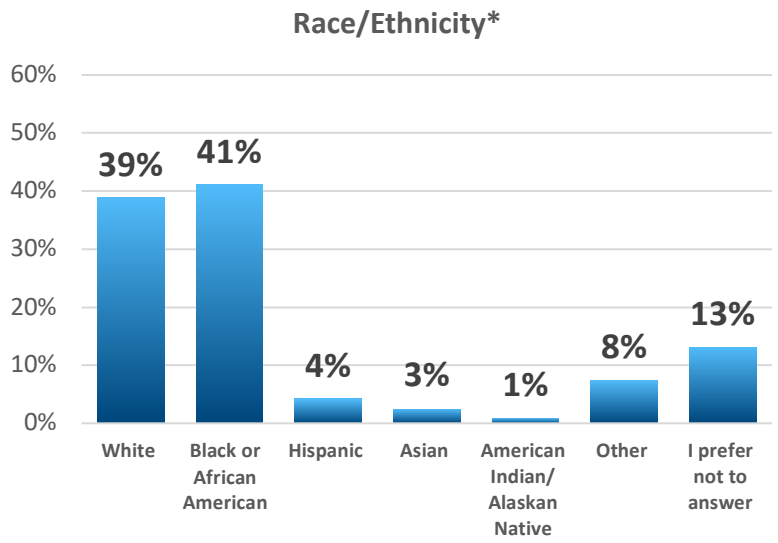
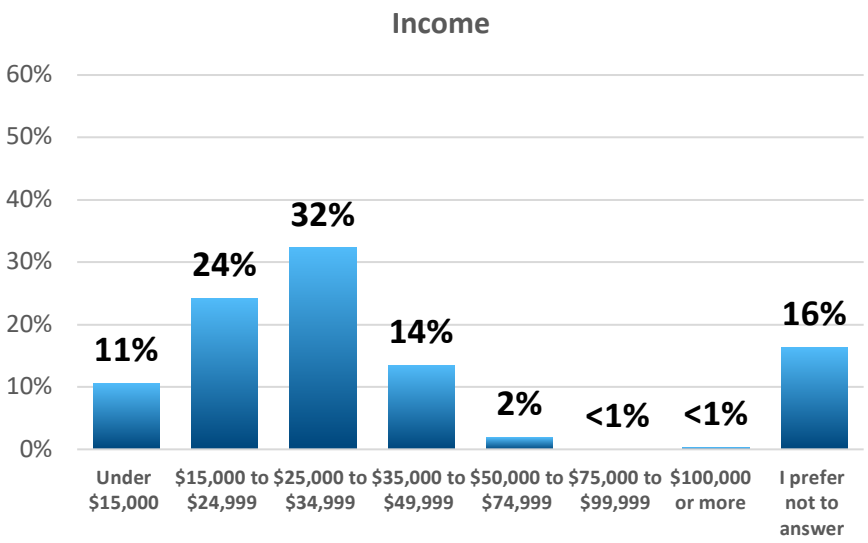
Race/Ethnicity & Annual Income Level

- There are about the same percentage of White and Black/African American bus customers.
- 67% of customers indicated an annual income of less than $35,000.





*Customers could select multiple options

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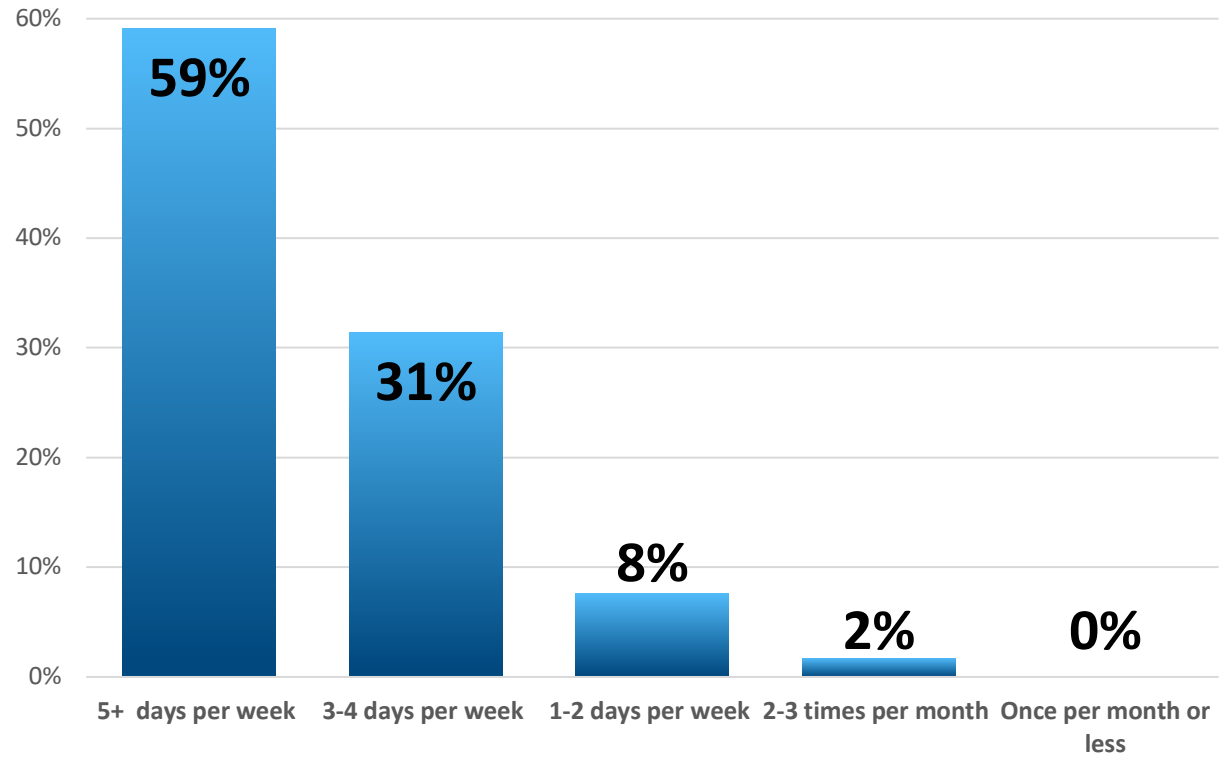
Frequency of Bus Use

- 59% of bus customers use the service 5 or more days per week.
- About 90% of bus customers use the service at least 3 days per week.



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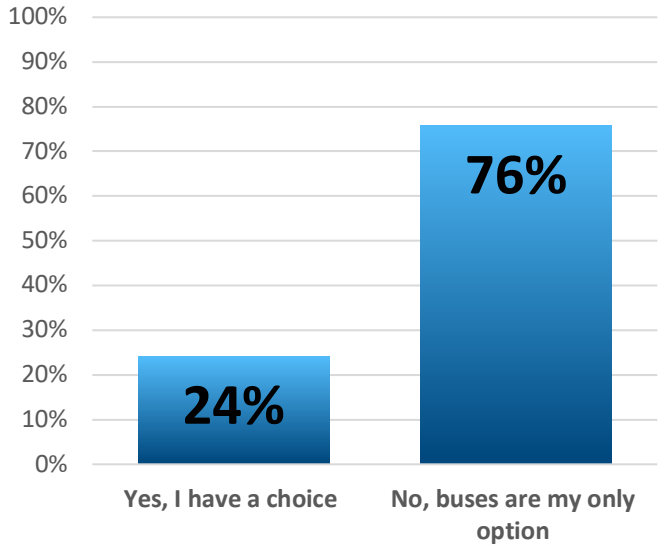
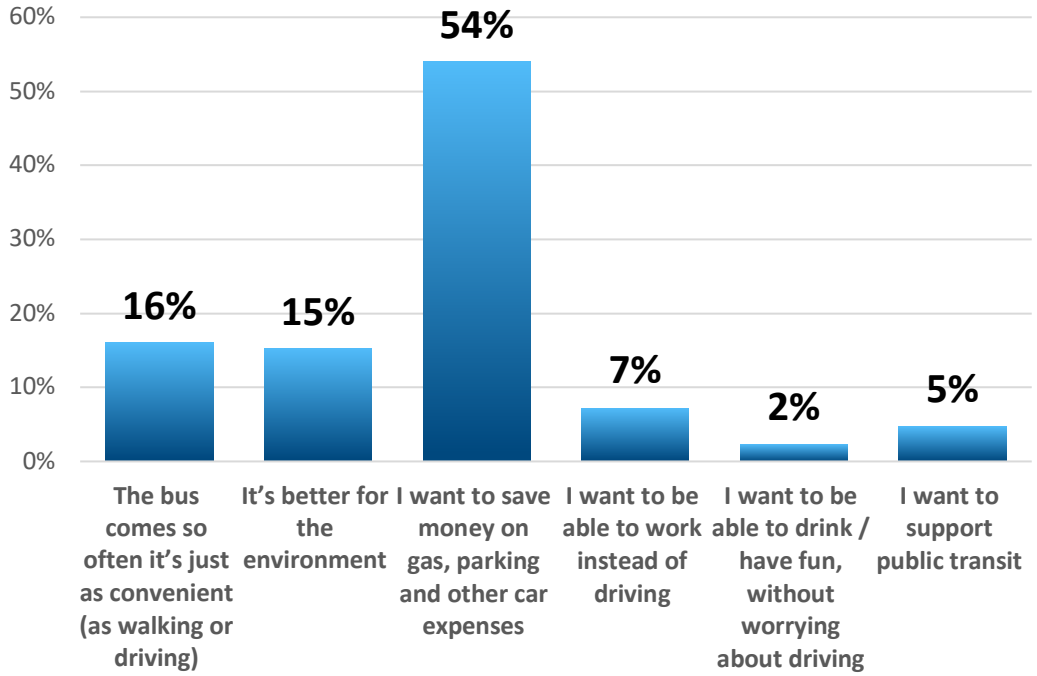
Transit Dependence

- 76% of bus customers are depend on transit.
- Saving money is the primary reasons why customers who have other options choose to use Port Authority.



Do you have a choice whether to use Port Authority buses or not?



If you do have other options, what is the #1 reason you choose transit?

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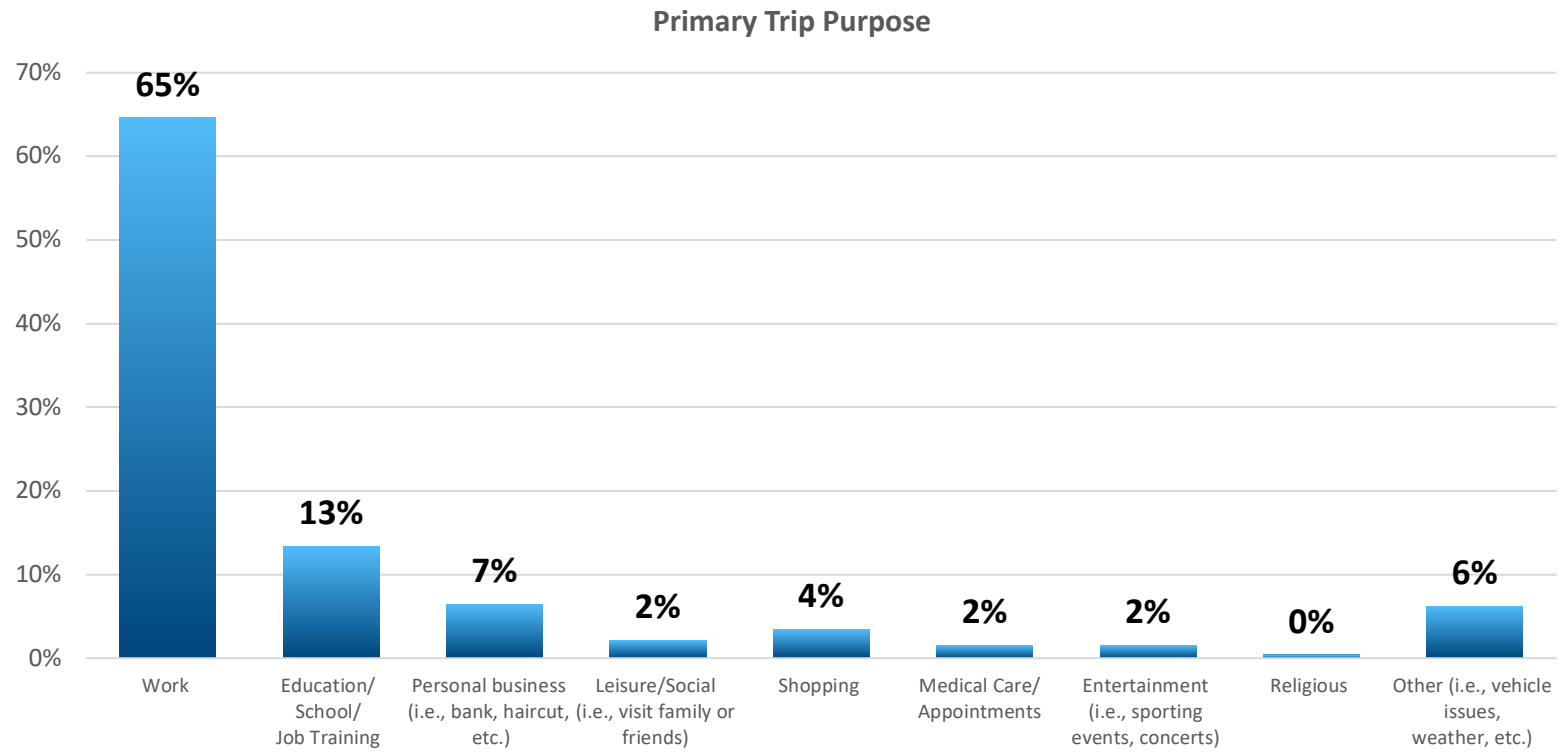
Trip Purpose

- 65% of Port Authority customers primarily use the bus to go to work.



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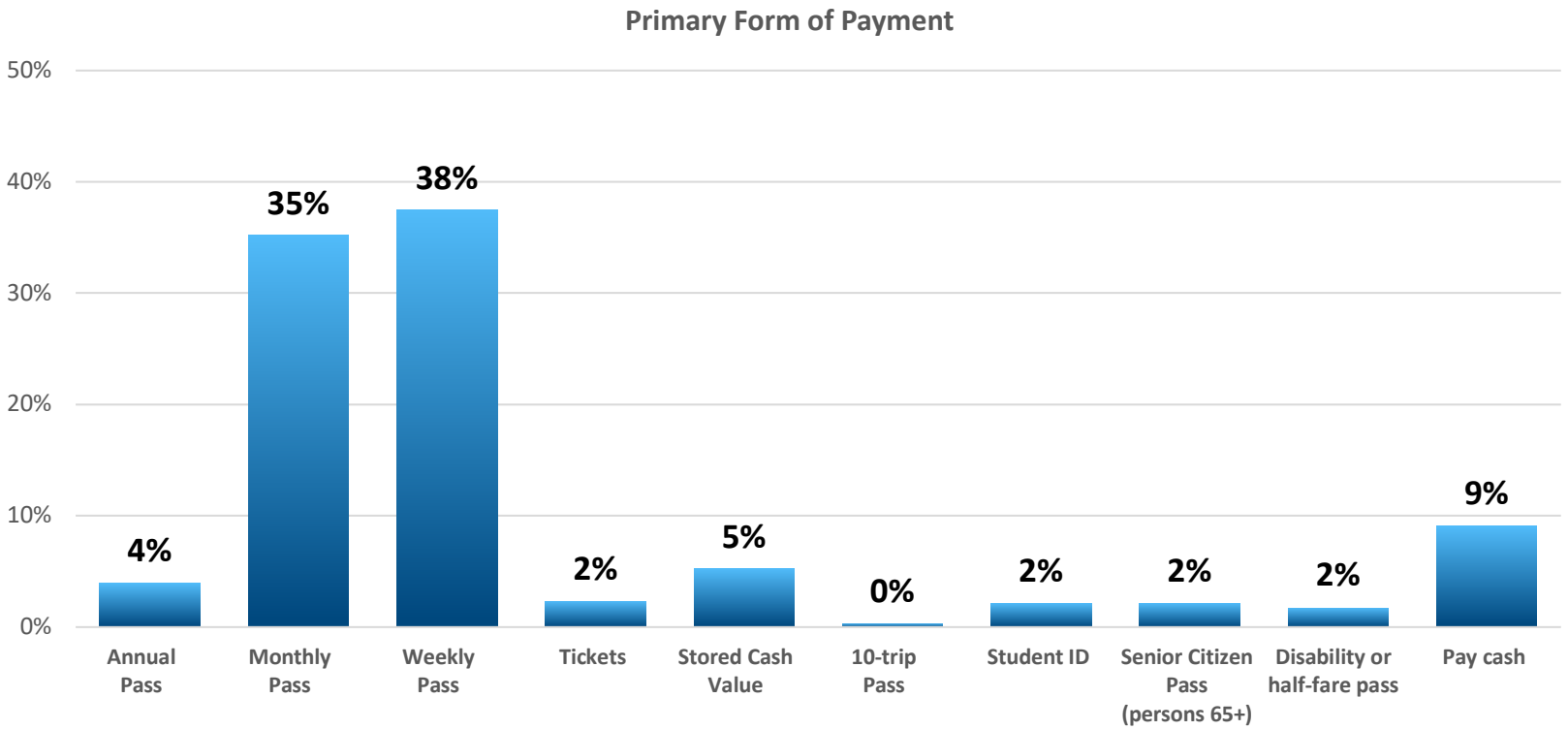
Payment Method

- About the same percentage of bus customers use a monthly pass or weekly pass.



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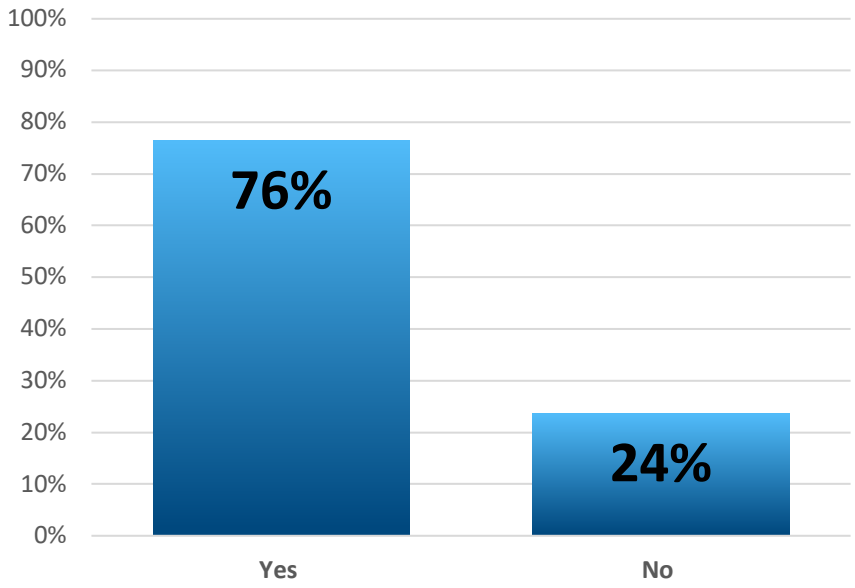
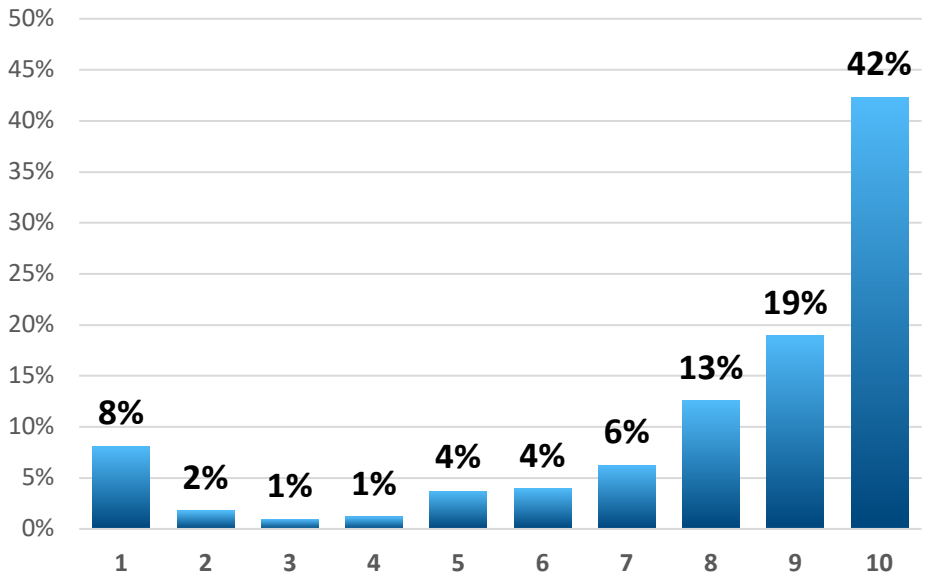
Technology Enhancements

- About three quarters of bus customers would be interested in mobile fare payment options and feel fairly strongly that WiFi should be available on vehicles.



Would you be interested in the technology that enables you to pay your fares using an application on a mobile phone?



On a scale of 1-10, how important is having WiFi accessibility on buses and light rail vehicles?

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Net Promoter Score

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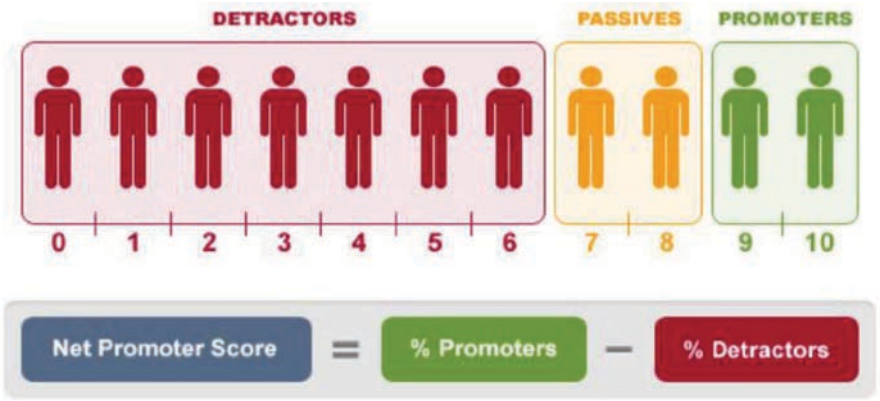
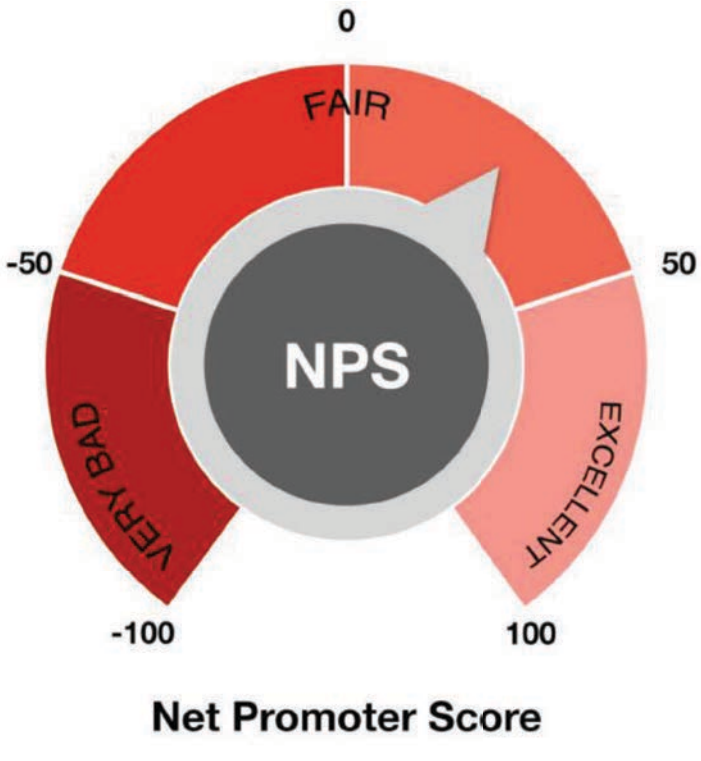
Net Promoter Score

NPS poses the ultimate question:

"How likely would you be to recommend riding Port Authority to a friend or neighbor?"





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NPS: The Metric

Assesses loyalty and word of mouth favorability among customers

Introduced in the Harvard Business Review

Allows for performance comparisons between organizations across different business sectors

Organization	NPS
Costco	79%
Transit Agencies	33%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%

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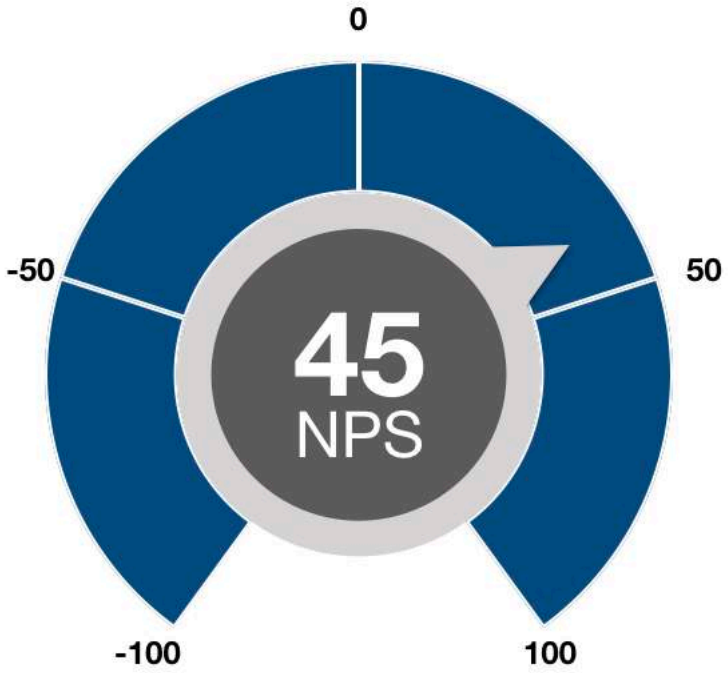
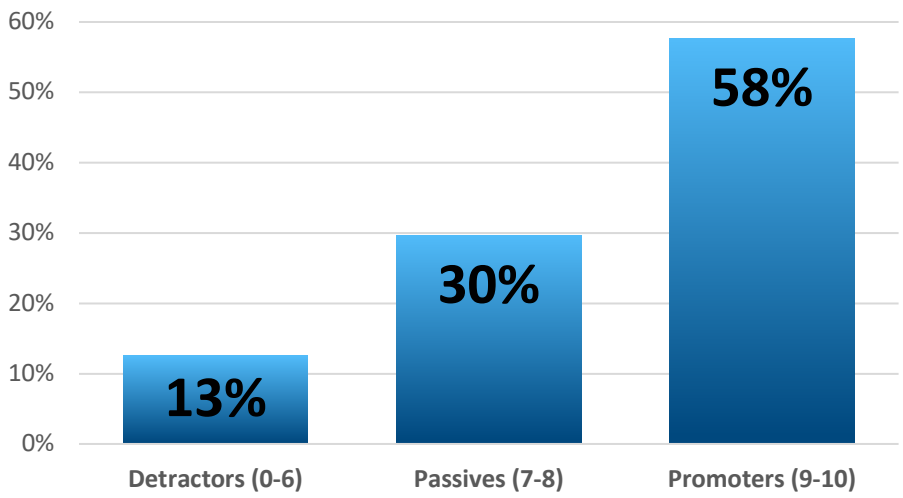
NPS: Wave 1

Likelihood of recommending Port Authority





Compared to Industry Average of 33%

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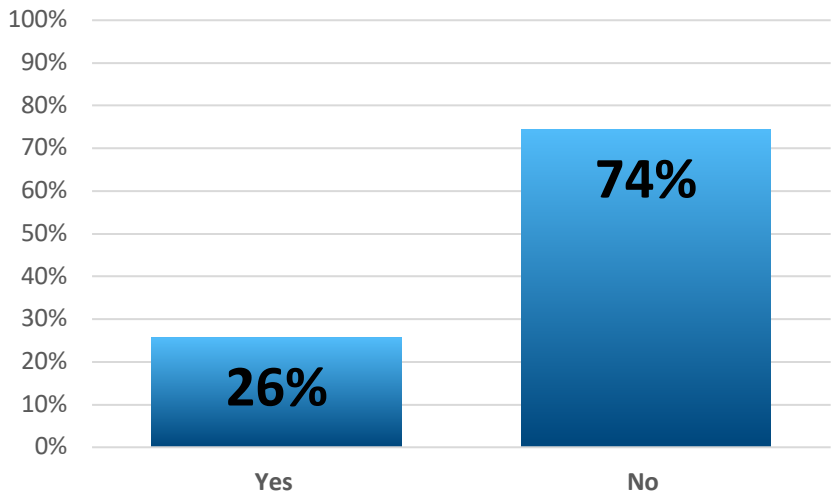
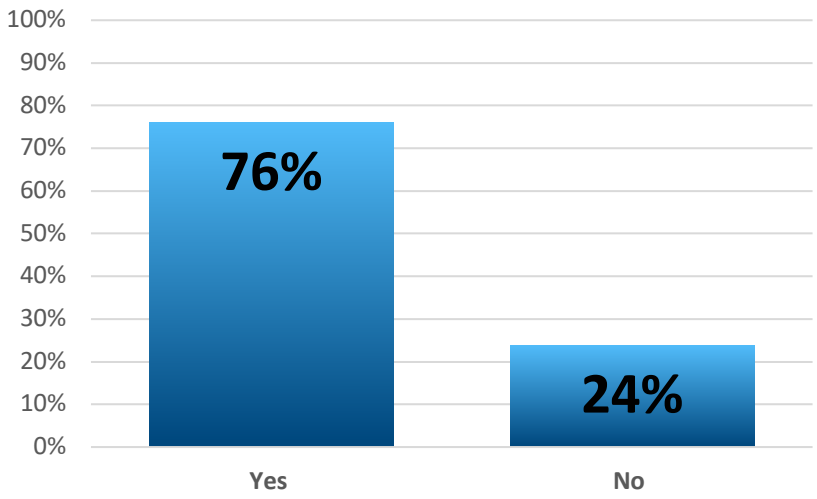
Metric: Contacting Customer Service

- Over a quarter of customers have contacted Port Authority customer service in the past 3 months.
- 76% of customers who contacted Port Authority feel that their issue was resolved.



Have you contacted Port Authority with a question, concern or complaint in the last 3 months?



Was your issue resolved?

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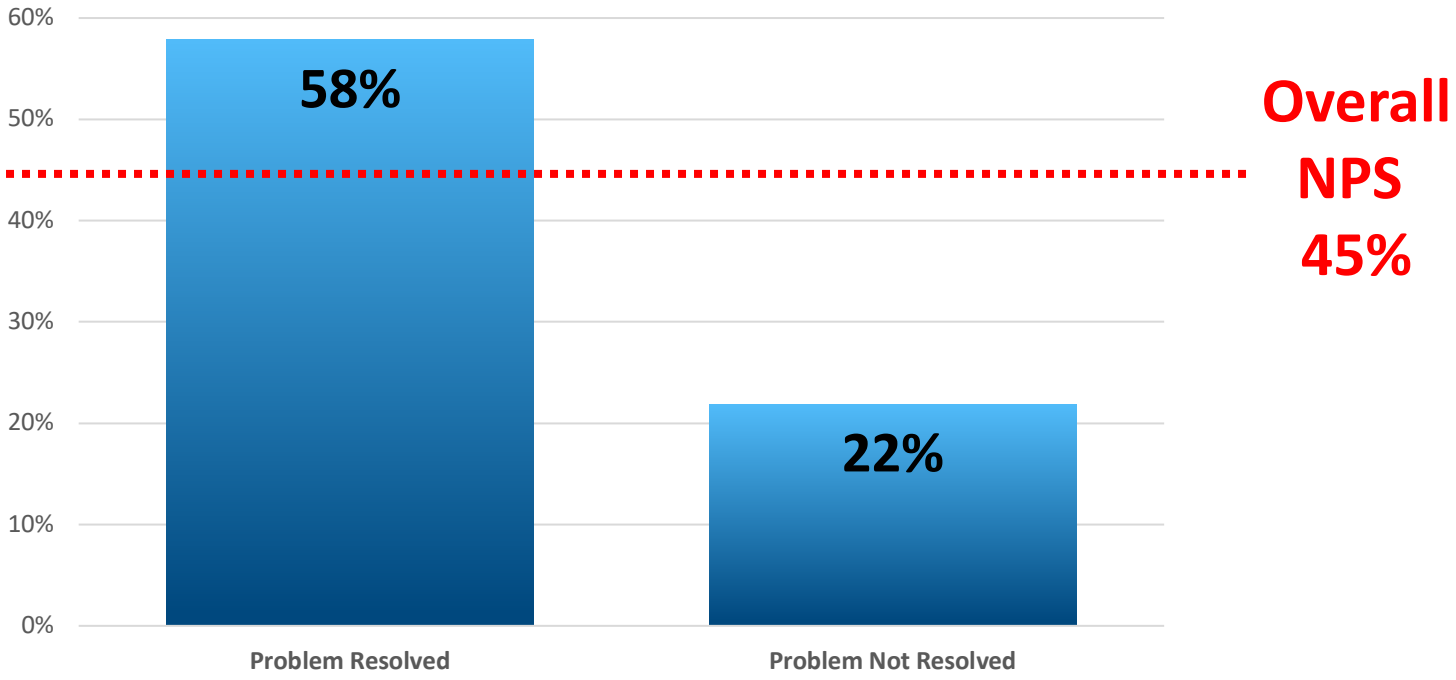
Metric: NPS by Problem Resolution

- Customers whose problems were not resolved by Customer Service are not as likely to recommend Port Authority.



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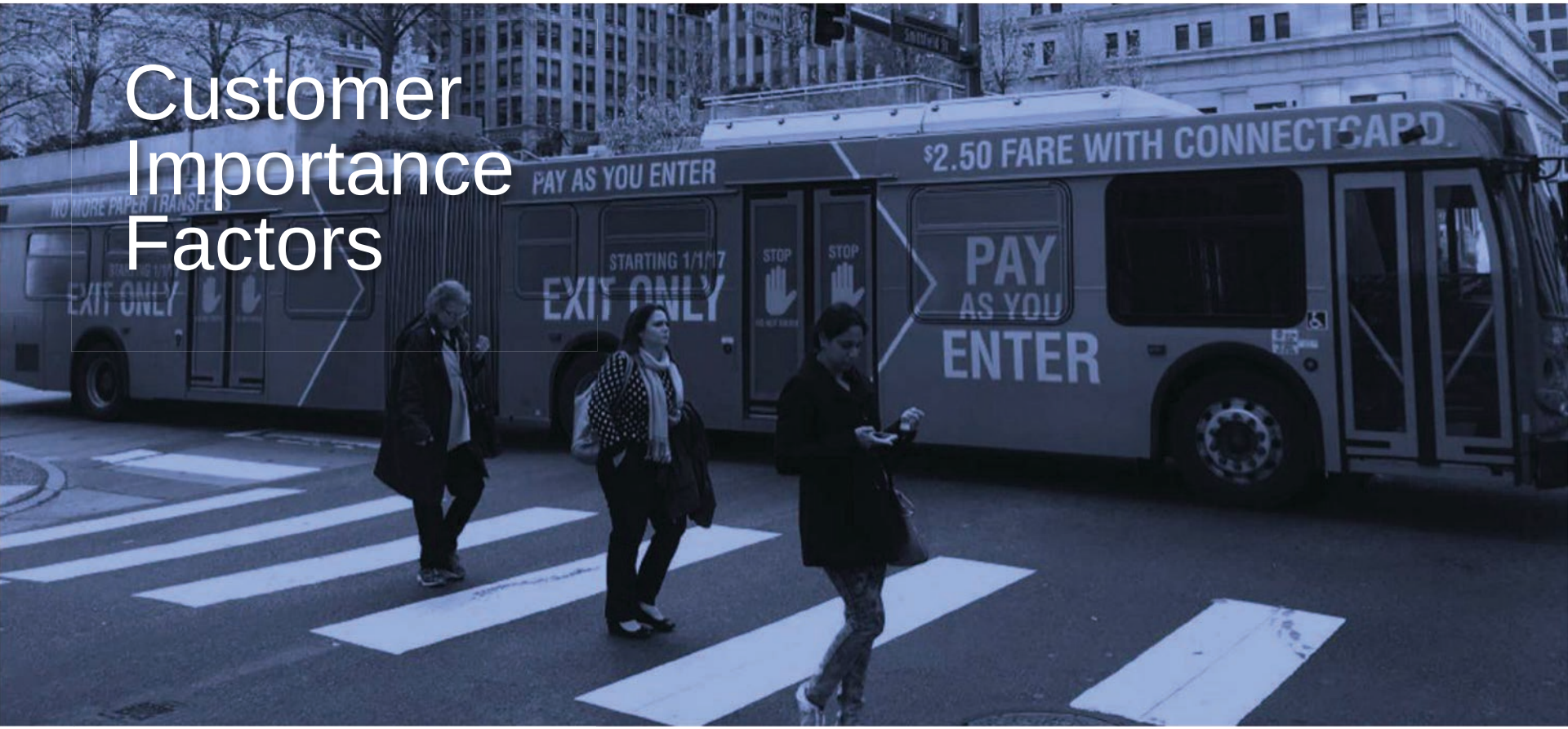
Customer Importance Factors



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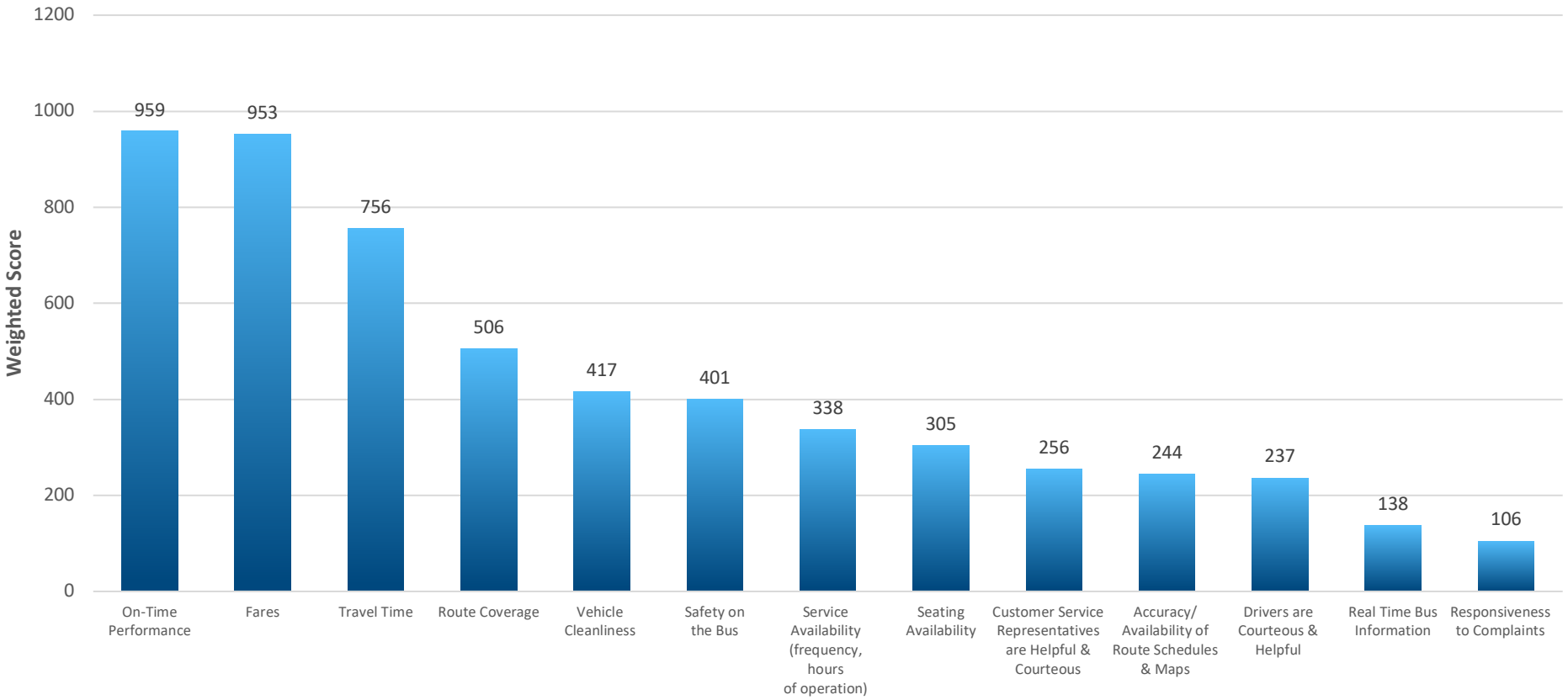
Metric: Top Customer Importance Factors

- Buses arriving on time and fares are the most important elements of service to bus customers, and are nearly equal in importance.



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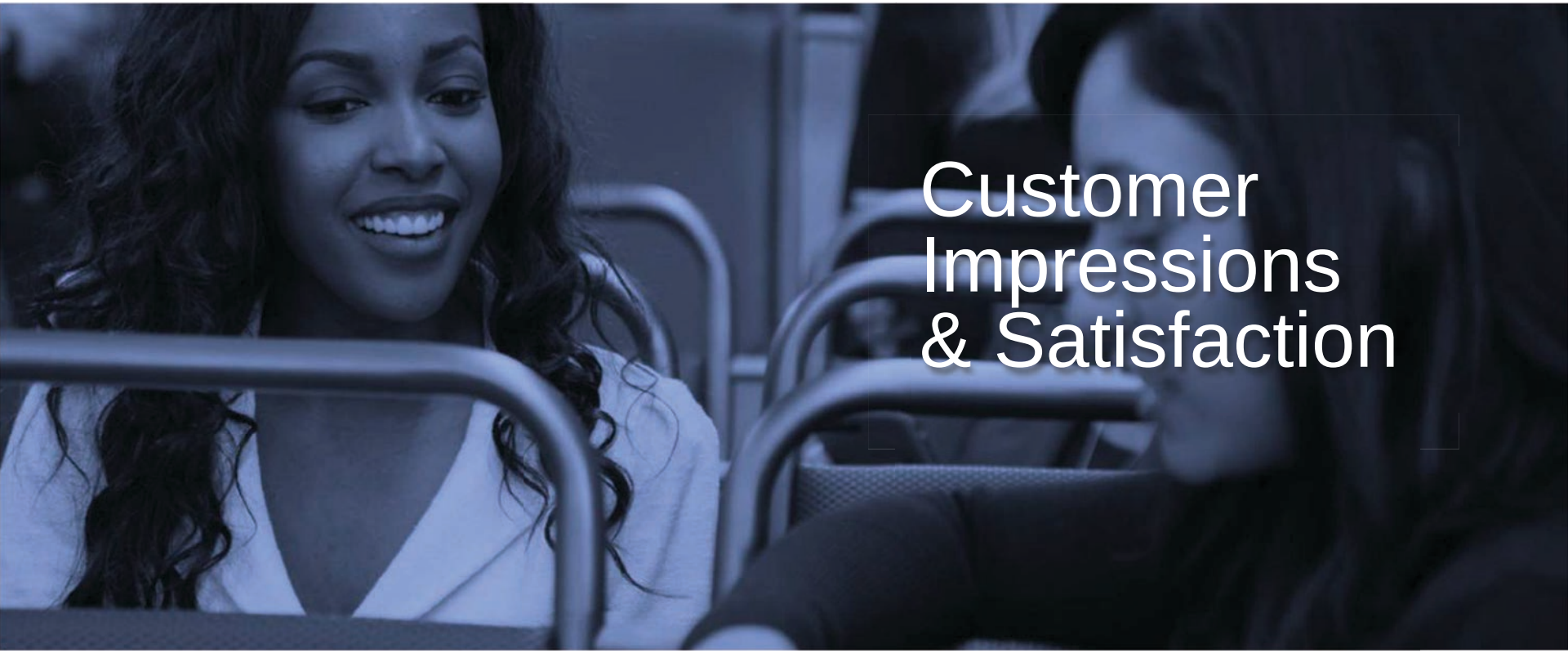

Customer Impressions & Satisfaction

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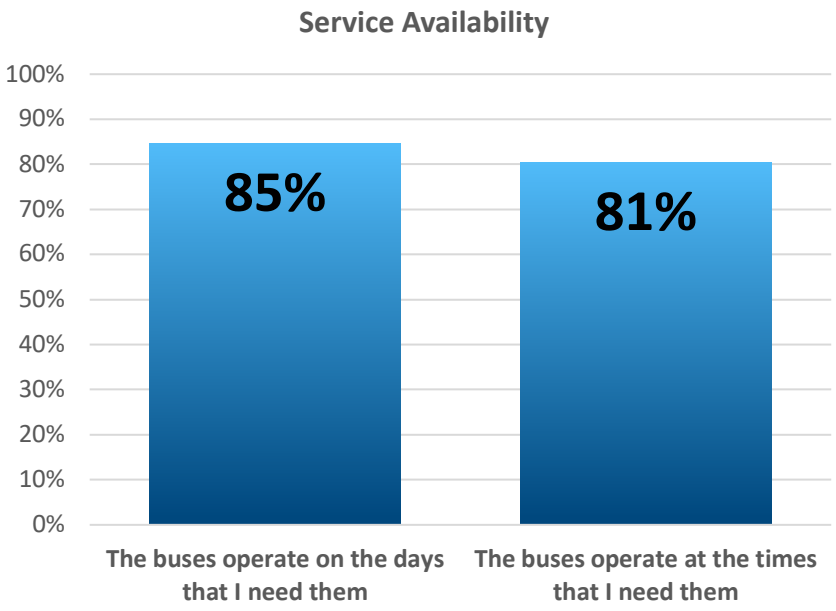
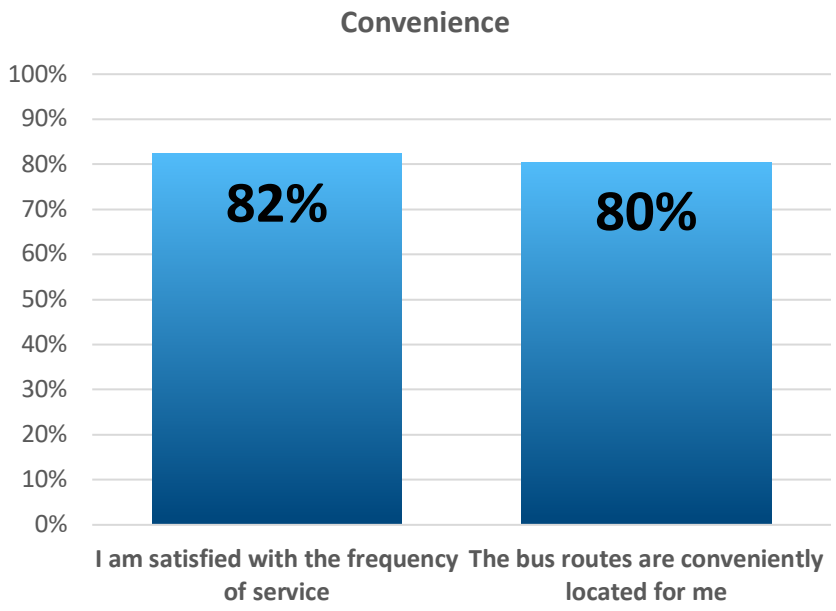
Metric: Availability & Convenience

- Customers are most satisfied with the days of the week that the buses operate and frequency of service.





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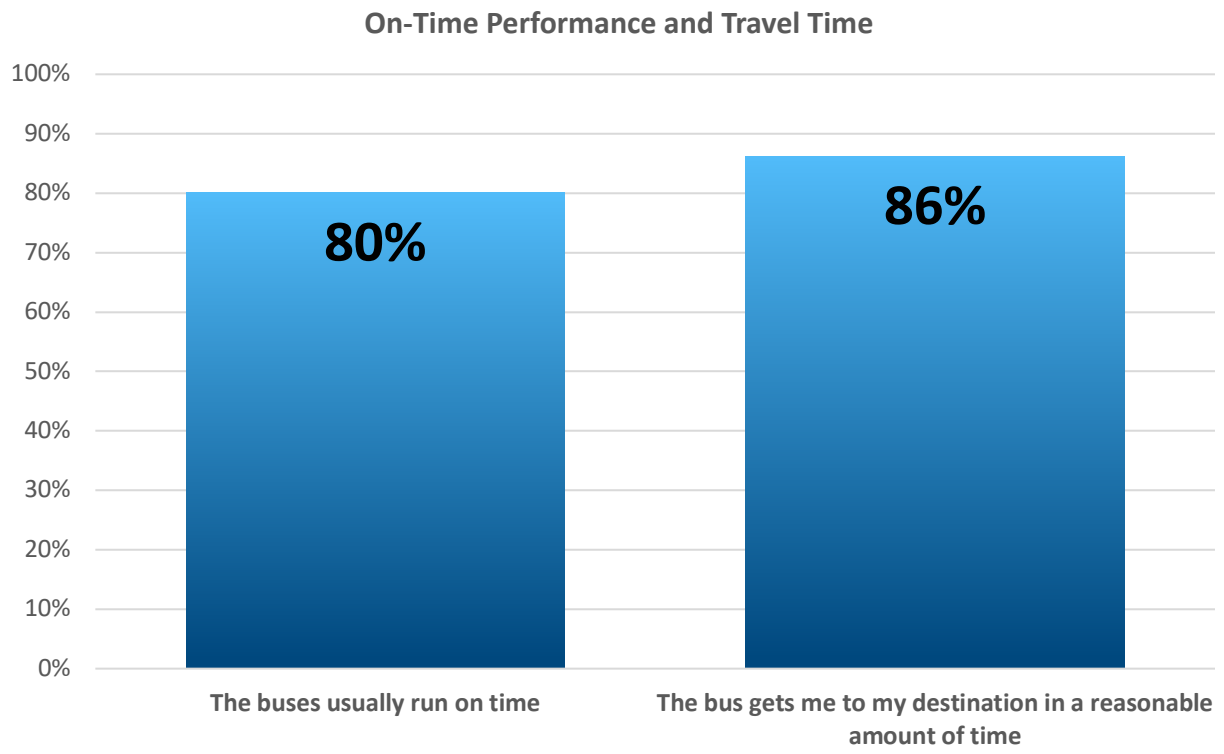
Metric: Timeliness & Travel Time

- Customers are more satisfied with travel time (86%) than on-time performance (80%).



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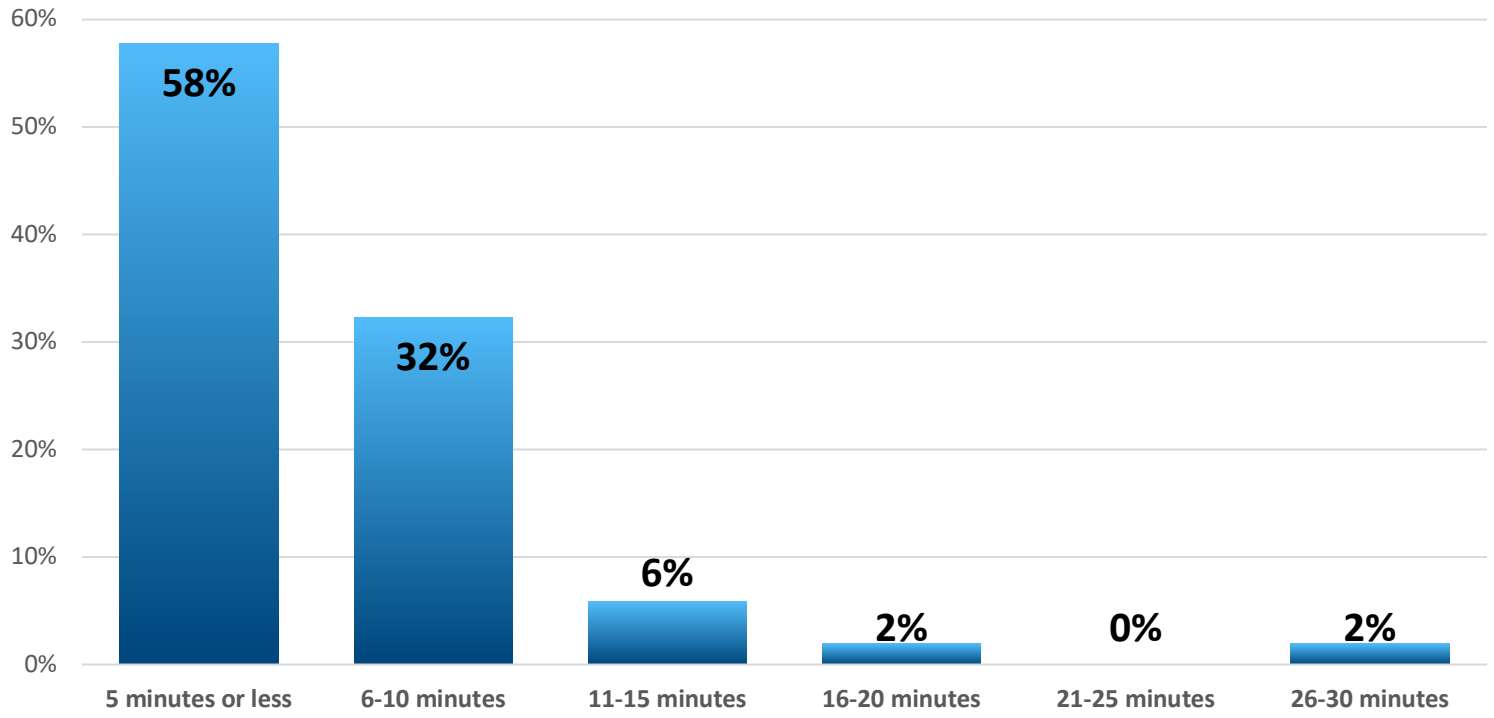
Metric: Acceptable Wait Times

Question: How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

- 58% of customers believe a bus should arrive 5 minutes or less beyond its scheduled time.



Note: Question is asked only if response to "The buses usually run on time" was not Strongly Agree or Agree

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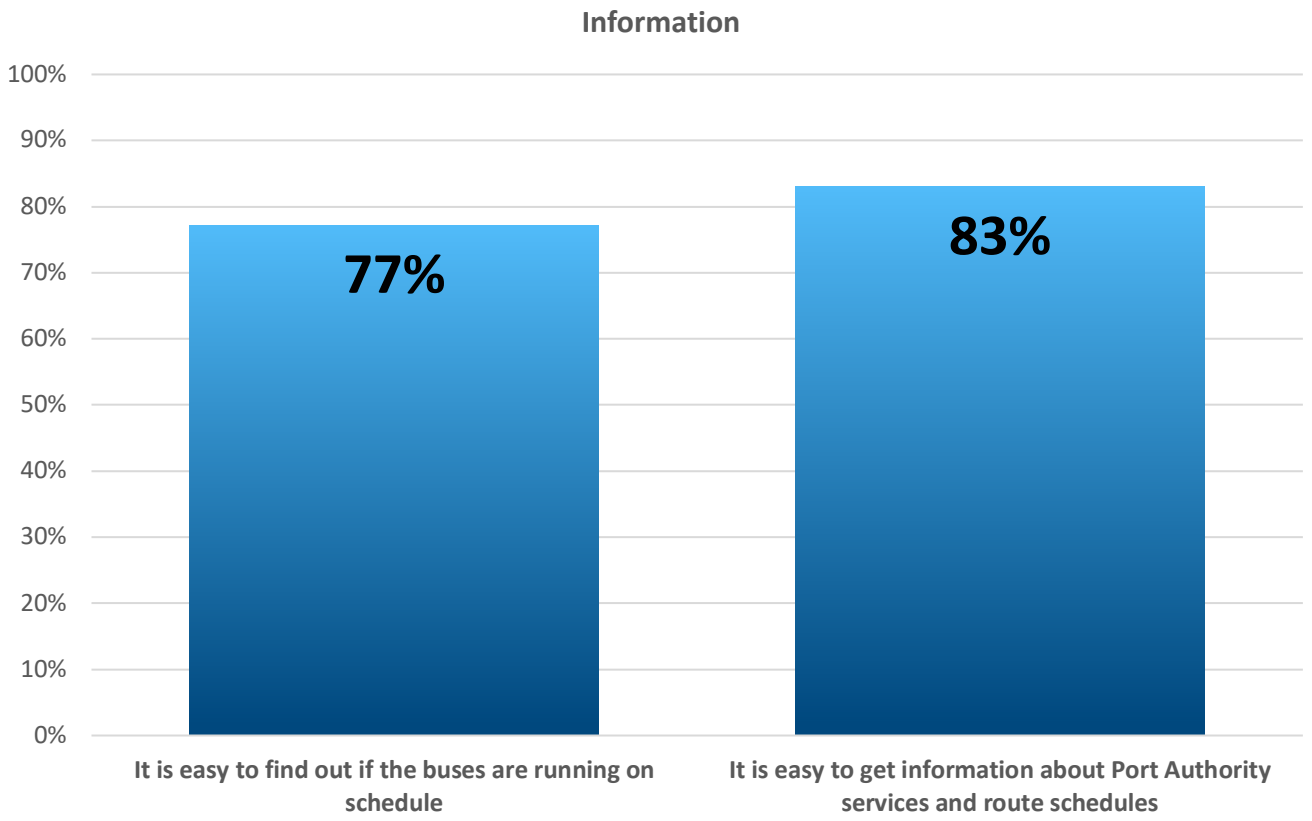
Metric: Information

- More customers agree it is easy to get general Port Authority information than to find out if buses are running on schedule.



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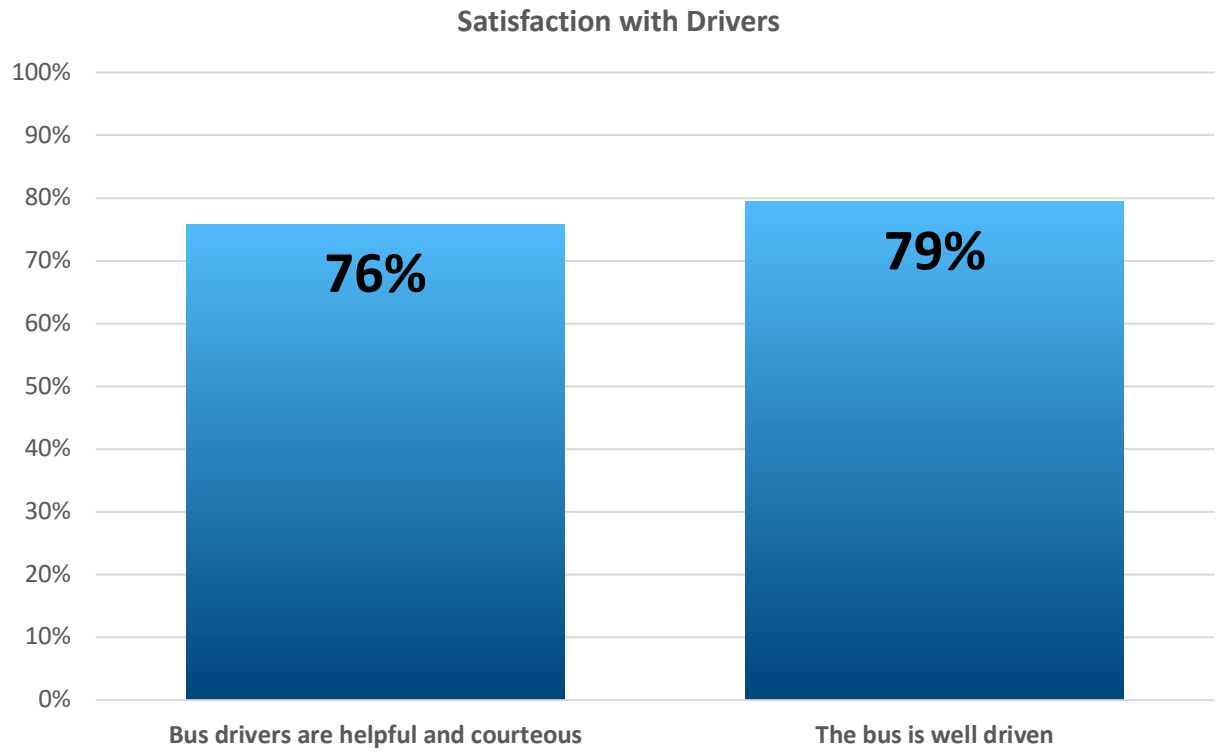
Metric: Riding The Bus & Bus Driver Customer Service

- Over three quarters of customers believe that bus drivers are helpful and courteous, and that buses are well-driven.



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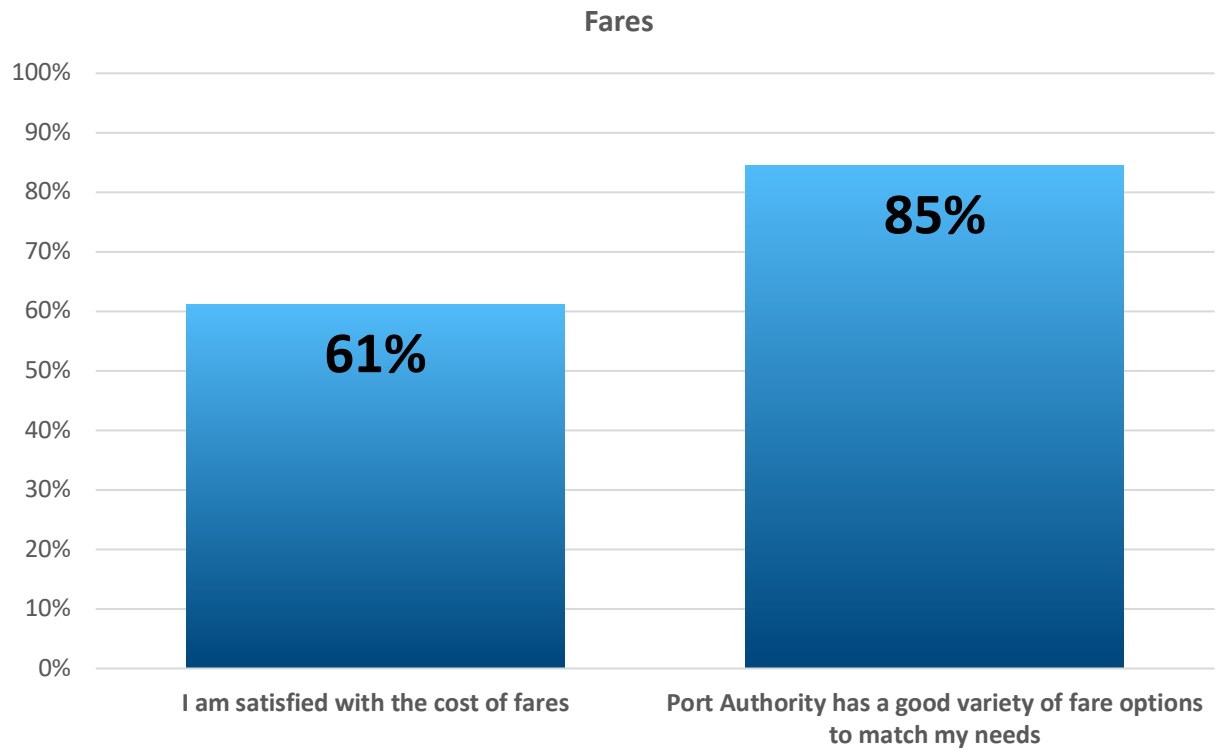
Metric: Fares & Fare Options

- Only 61% of customers are satisfied with the cost of fares, while 85% are satisfied with the variety of fare options.



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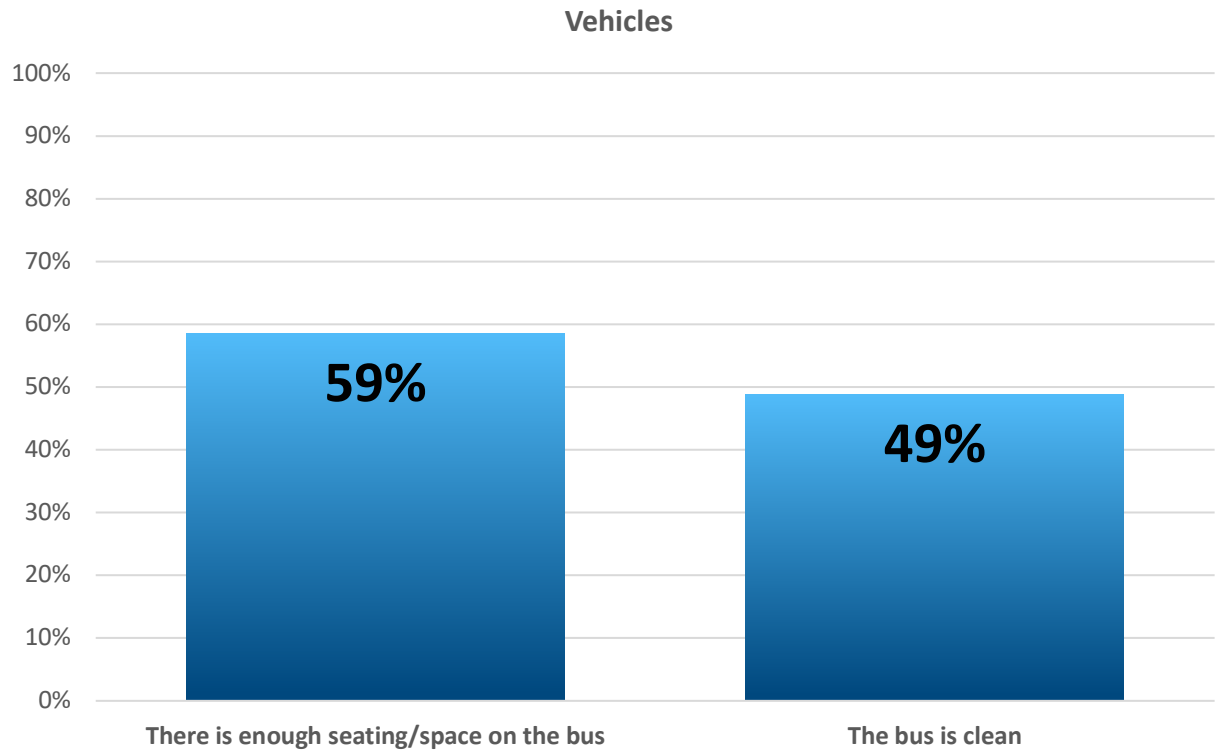
Metric: Vehicles

- Only 59% of customers are satisfied with seating availability.
- Even fewer customers (49%) are satisfied with bus cleanliness.



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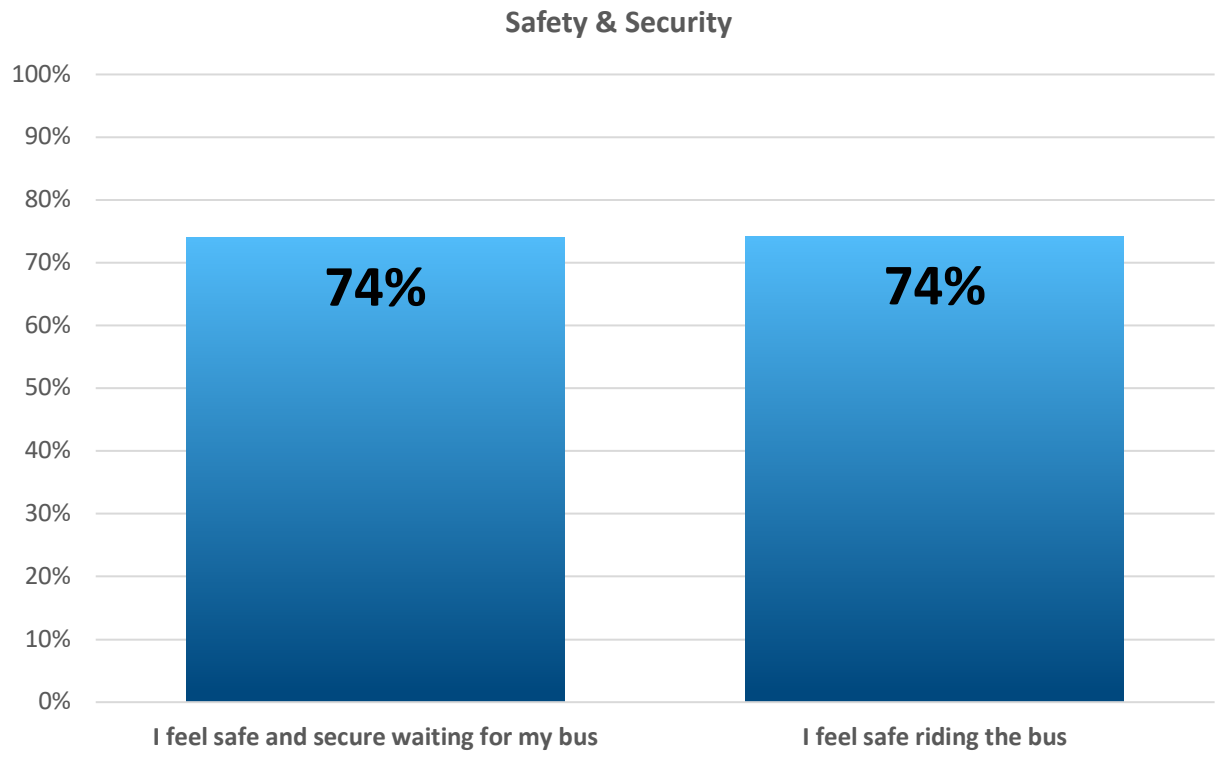
Metric: Safety & Security

- Nearly three quarters of customers feel safe & secure waiting for the bus and while riding the bus.



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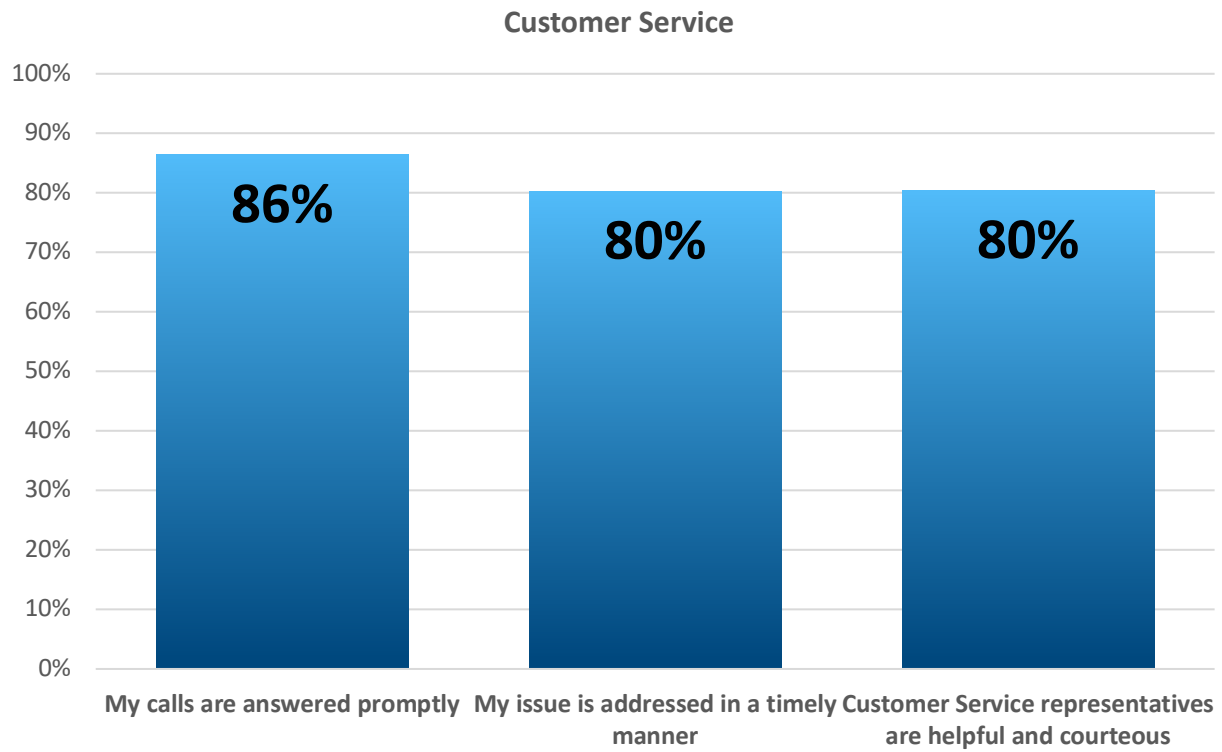
Metric: Customer Service

- Bus customers are most satisfied with calls being answered promptly.



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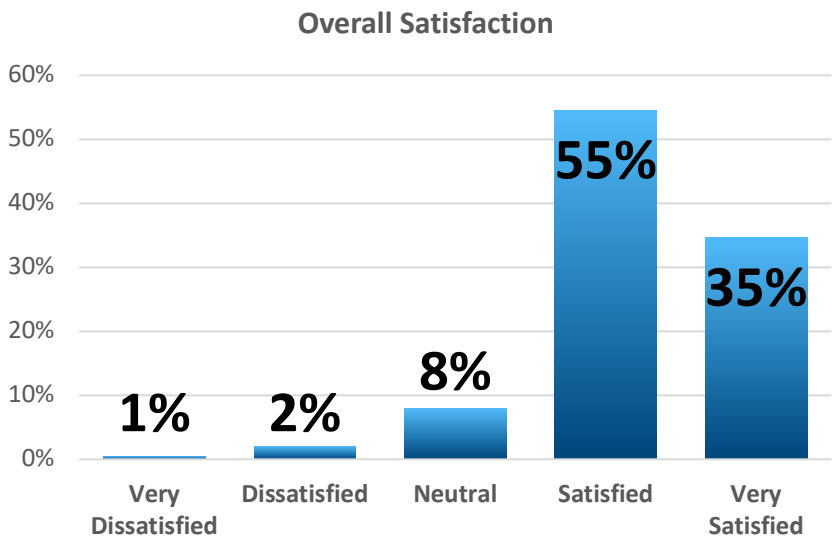
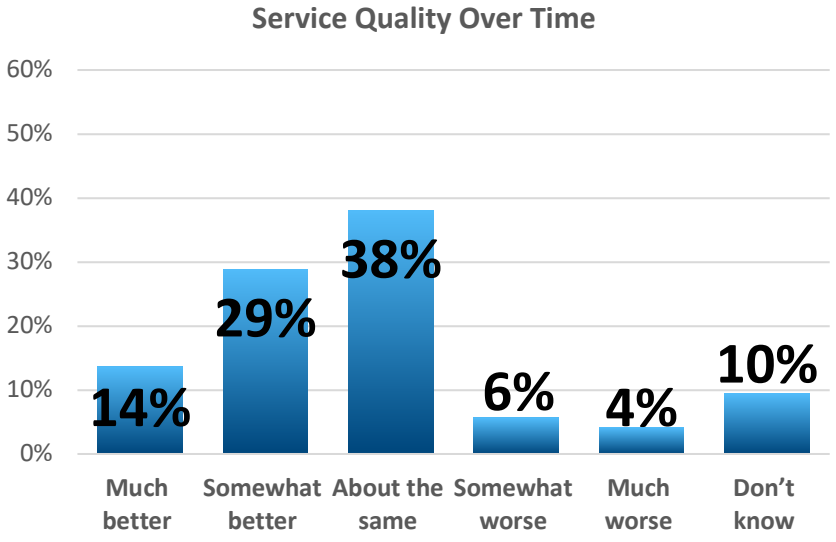
Metric: Overall Satisfaction

- 90% of customers are satisfied with Port Authority bus service.
- 43% of customers believe Port Authority has improved over the past year.



On a scale of 1-5 where 1 means "Very Dissatisfied" and 5 means "Very Satisfied" how satisfied are you overall with the bus service?



Compared to last year at this time, how would you rate the current state of the public transportation system in Allegheny County?

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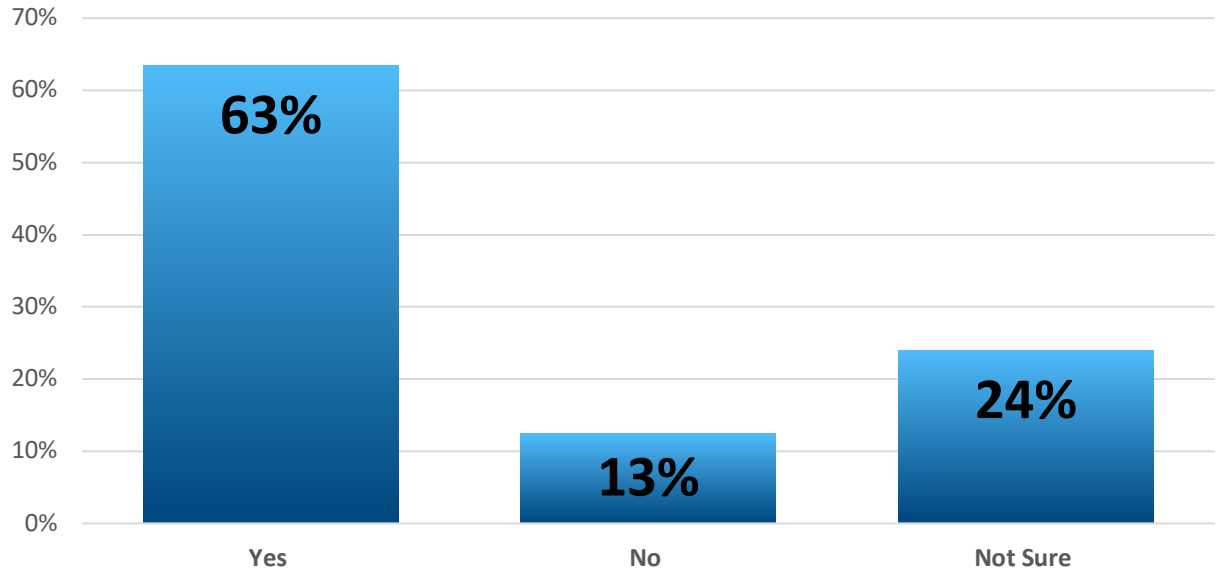
Port Authority Name

- Most bus customers feel that the name “Port Authority” reflects the purposes and services provided by the transit system.



Do you feel the name “Port Authority” appropriately reflects the purpose of and services provided by the transit system?

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Customer Satisfaction Index

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Customers Determine Metrics & Weights

Service Element	Customer Weight Rank Sum (from survey)	Metric Weight (out of 50)
On-Time Performance	959	15
Fares	953	15
Travel Time	756	12
Route Coverage	506	8

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Operational Elements Balanced with Survey Questions

SAMPLE – ACTUAL METRICS TO BE DETERMINED IN COLLABORATION WITH PORT AUTHORITY

ACTUAL PERFORMANCE			CUSTOMER IMPRESSIONS
Operational Metric	**Operational Metric Definition**	**CSI Metric**	**Survey Question**
Fixed Route OTP	% of fixed route time points meeting on-time performance standards (<1 min early to <5 minutes late)	**On-Time Performance**	The bus runs on time
Fares	% change in cost of weekly pass	**Fares**	I am satisfied with the cost of fares
Travel Distance per Hour	Average distance a passenger can travel through the system in an hour in square miles based on 20 points.	**Travel Time**	The bus gets me to my destination in a reasonable amount of time
Service Area Population within 1/4 mile of service	% of service area population within a quarter mile of a Port Authority bus route	**Route Coverage - Population**	The bus routes are conveniently located for me
Employment Destinations within 1/4 mile of service	% of employment destinations that are within a quarter mile of a Port Authority bus route	**Route Coverage - Employment**	The bus routes are conveniently located for me

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Fixed Route Customer Satisfaction Index Scorecard

SAMPLE – ACTUAL METRICS TO BE DETERMINED IN COLLABORATION WITH PORT AUTHORITY

Port Authority Fixed Route CSI

ACTUAL PERFORMANCE						CUSTOMER IMPRESSIONS			
Operational Metric	Performance Goals	Performance Results (Wave 1)	Goal Points	Actual Points	CSI Metric	Performance Goals	Performance Results (Wave 1)	Goal Points	Actual Points
OTP	85%	85.3%	15	15.1	On-Time Performance	90%	80%	15	13.3
Fares	0%	0%	15	15	Fares	65%	61%	15	14.1
Travel Distance per Hour	67	67	12	12	Travel Time	85%	86%	12	12.6
Service Area Population within 1/4 mile of service	65%	64%	4	3.9	Route Coverage - Population	85%	80%	4	3.8
Employment Destinations within 1/4 mile of service	70%	64%	4	3.7	Route Coverage - Employment	85%	80%	4	3.8
Total Actual Performance			50	49.7		Total Customer Perception		50	47.6

49.7 + 47.6 = 97.3 Total CSI

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TAKEAWAYS

The Road Forward

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Takeaway: On-Time Performance

On-Time Performance

- On-Time Performance is the most important element of service to bus customers.
- 80% of customers agreed that buses usually run on-time.

Recommendation

- Once the Customer Satisfaction Index is created, it will allow Port Authority to compare perceived performance and actual performance. These metrics should be closely monitored to determine whether perceptions are aligned with performance.
- Continue to monitor on-time performance to ensure it is meeting customer needs.

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Takeaway: Fares

Fares

- Fares are just behind on-time performance in order of importance to bus customers.
- Only 61% of customers are satisfied with the cost of fares, which is among the lowest rated elements of service among bus customers.
- 3 out of 4 customers are dependent on transit

Recommendation

- Since Port Authority customers are very sensitive to fare pricing and it is rated as being highly important, Port Authority should hold the line on fares as long as reasonably feasible to do so.
- Promotions that involve free rides or passes may be particularly appreciated by Port Authority customers.

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Takeaway: Vehicle Cleanliness

Vehicle Cleanliness

- Vehicle cleanliness received the lowest satisfaction scores among all elements of service measured.
- While not the most important element of service to customers, it was among the top 5.

Recommendation

- Monitor relative importance of bus cleanliness compared to other elements of service over time to determine whether it is becoming more or less important to customers.
- Ask bus operators for their ideas on opportunities for “quick wins” on improving bus cleanliness based on their firsthand knowledge of the issues.

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Takeaway: Issues of Importance

Quarterly Monitoring and Results Management

The results of this initial survey provide a valuable “moment in time” snapshot of the impressions and satisfaction levels of Port Authority customers. Greater value can be achieved by tracking customer satisfaction over time. Quarterly monitoring will provide Port Authority with objective, non-episodic data to provide clear information to the Board, media, and customers and will allow Port Authority to monitor its efforts in improving specific functional areas.

Recommendations

- Survey customers on a quarterly basis
- Compile CSI scorecard results on a quarterly basis
- Conduct performance, outlier, and trend analyses based on quarterly CSI results
- Develop meeting cadence tied to quarterly performance review and management
- Conduct root cause analyses and process improvement initiatives for low-scoring CSI metrics
- Appoint task forces responsible for improving low-scoring CSI metrics